

15
DAYS

JULY CLEARANCE SALE

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AT THE HEIGHT OF THEIR USEFULNESS COMES THIS SWEEPING CLEAR-AWAY OF OUR SUMMER STOCKS AT SENSATIONALLY LOWERED PRICES

Think of a store full of fresh and fashionable Summer goods; a store with splendid assortments of precisely the merchandise you need now and will continue to need for the next two months or more; A STORE WHERE MANY PRICES ARE LESS THAN THE ACTUAL COST, and where many items are sold at a loss. Think of a store like this, and you will have a correct mental picture of our store during the JULY CLEARANCE SALE WHICH BE-GINS HERE ON SATURDAY, JULY 3rd, and continues FIFTEEN DAYS.

July Clearance Of Coat Suits and Coats Dresses.

Prices whipped to a frazzle. Many go at 25c to 50c on the dollar. Every woman in town should be a buyer.

A few House Dresses, values to \$1.50, at . . . **50c**

50 House Dresses, values to \$2.00, at . . . **95c**

50 Afternoon Dresses values to \$5.00, at . . . **95c**
(Slightly shop worn)

50 Afternoon Dresses, all the latest styles, in Tissues, Lawns, Crepes, Percales, etc., values to \$2.50, at . . . **\$1.25**

One lot of Afternoon Dresses values to \$5.00, to go at . . . **\$2.45**

One lot of White and Colored Dresses, (some shop worn) values to \$4.50 **\$3.95**

One lot of White and Colored Dresses, all the latest styles values to \$8.50 to go at . . . **\$4.95**

One lot of Dresses, values to \$15.50, at . . . **\$8.90**

\$15. to \$24. Silk Dresses, at \$12.50 to **\$8.90**

The price on these are such a trifle, it is like "getting something from home."

One lot of Linen and Ratine Coat Suits, formerly sold up to \$10.00. All go at one price . . . **\$2.95**

One White Serge Suit, \$15. value, for **\$4.95**

One White Serge Suit, 25.00 value, for **\$7.90**
(All other Coat Suits at reduction.)

Rain Coat Specials at \$4.95 to . . . **\$1.95**

Linen Auto Coat Specials, at \$4.95 to **\$1.25**
(Specials in the seasons latest sport Coats.)

Wash Skirts

Some big July values here:

White Pique and Linene specials . . . **89c**

Ratine, Pique and Linen, values to \$2.00, at **95c**

Fine Piques, Reps, Gabardines and Palm Beach Skirts, values to \$3. **\$1.95**

The Biggest 5c Values You Ever Saw

Fancy Dress Gingham . . . **5c**

36 inch Bleaching, 8c value . . . **5c**

36 inch Fine Sea Island, 7c val. . . **5c**

Good Apron Checks, worth 7c . . . **5c**

Fancy Lawns, worth 10c and 12c . . . **5c**

Fancy Lace Cloth, worth 10c . . . **5c**

Fancy White Goods, worth 10c and 15c . . . **5c**

36 inch White Voile, worth 10c . . . **5c**

39 inch Sea Island . . . **5c**

Fancy Calicos, etc. . . **5c**

Nothing Like These at 10c

Many are worth more than double this price.

36 inch French Percales . . . **10c**

40 inch White Voile . . . **10c**

27 inch White Poplin . . . **10c**

27 inch White and Colored Pique . . . **10c**

Ratine Crepe . . . **10c**

27 inch Fancy Ratine . . . **10c**

This Is a CASH Sale

We sacrifice the goods in order to get the Cash, so bring the money.

THE EARNEST COMPANY

REMEMBER This store will close at 1:00 p.m., Monday, July 5th, on account of Fourth of July Celebration. Also at 1:00 p.m., every Thursday during the summer.

15c—WORTH DOUBLE

White and Colored Poplins . . . **15c**

Black and Colored Poplins . . . **15c**

Fancy White Flaxons . . . **15c**

Plain White Flaxons . . . **15c**

Flaxon Crepe, 40c value . . . **15c**

32 inch White Crepes . . . **15c**

32 inch French Gingham . . . **15c**

BIG 19c SPECIAL

All 35c and 40c Values

40 inch Fancy Voiles . . . **19c**

36 inch Plain and Fancy Crepes . . . **19c**

40 inch Cotton Charmeuse . . . **19c**

40 inch White Crepes . . . **19c**

36 inch White Ratine . . . **19c**

36 inch Splash Marquisette . . . **19c**

40 inch Organdie . . . **19c**

40 inch Fancy White Ratine . . . **19c**

No goods taken back, exchanged, or sent on approval during this sale. This is our clean-up season, and many items of only one kind or size being left, we consider the goods sold when they leave the store.

Embroidery Specials

One lot of Embroidery, values up to 25c, at . . . **10c**

One lot of Embroideries, 25c to 50c values, (some slightly soiled), while they last at . . . **15c**

Big Ribbon Values

One lot, values to 25c at . . . **10c**

One lot, values to 55c, at . . . **15c**

One lot, values to 50c, at . . . **19c**

Hosiery Sacrifice

Get your supply while they last.

One lot of Ladies' and Children's 15c Hose, at . . . **10c**

One lot of Ladies' and Children's 25c Hose, at . . . **15c**
(All colors in this lot)

One lot Ladies' 25c Hose, at . . . **19c**

One lot of Ladies' 50c Hose, at . . . **39c**

Knit Underwear Special

Ladies' fine Gauze Union Suits, low neck, lace knee. An excellent value.

25c Quality, at . . . **19c**

35c Quality, at . . . **25c**

Corset Values to \$2.00 at 50c

These are odds and ends and shop worn goods that must be cleared out. You may find what you want here.

Opening Day Special

Saturday, July 3rd
About 500 yards of 32 inch fine French Gingham. Regular 25c goods. Saturday, one day only . . . **10c**
(See Window Display)

SPECIAL 10c SALE

Tuesday, July 6th
Embroidery and Lace, up to 18 inches wide, values to 40c. TUESDAY, one day only . . . **10c**
(See Window Display)

SPECIAL 5c SALE

Friday, July 9th
Fancy Lawns, White Goods, Gingham, Laces, Embroideries and other items. Values from 10c to 20c. FRIDAY, one day only at . . . **5c**
Watch the window for these items.

Our big stock of boys' wear are scheduled for clearance. No economical mother will want to pass this opportunity.

REMEMBER AND COME TO PALATKA'S 4th of July Celebration

MONDAY, JULY 5

THIS EVENT WILL BE GREATER AND GRANDER THAN EVER

Events of the Day Will Be

BASEBALL VS. HASTINGS

MUSIC BY THE PALATKA MILITARY BAND

Bicycle, Foot, Three Leg, Walking, Sack, Potato and Hurdle Races, Watermelon and Pie Eating Contest. Come, try your luck

GRAND ILLUMINATION DISPLAY

CASH PRIZES CASH PRIZES

FREE TO ALL WHO WISH TO ENTER

CHEAP RATES ON ALL RAILROADS

WANTED!

Someone to catch the greased pig.

\$5.00

COMMITTEE:

N. J. Tilghman, E. P. Ross, H. F. Lecks, C. E. Rowton, Fred Cochrane, Marvin Martin, Chas. Burt

WANTED!

Someone to climb the greased pole.

\$5.00

INTERLACHEN.

The last meeting of the Sunshine Society, which was held at "Fairview," the breezy home of Mrs. Sherman at Mariners' Lake, was well attended, the "Interlachen bus" taking out a jolly party besides those who went in private conveyances. An excellent literary program, with the author Shelley for its subject, occupied a large part of the afternoon. Measures were taken for the relief of reported cases of need, and over twenty "Sunshine" calls and visits were reported. A dainty refreshment course of sandwiches, cake and fruit punch was an enjoyable feature of the meeting.

A jolly surprise party was given Messrs. Currie and Zorn, at the home of the Zorns last Thursday evening and was greatly enjoyed by all the young people.

Rev. S. J. Townsend is having a double-deck piazza built on the south side of his house, an addition that will add much to the attractiveness of the building, and the comfort and convenience of the household.

Miss Clarine Fraser returned Sunday from her delightful vacation spent with relatives in Baldwin and other towns, and was joyfully welcomed home by her young friends who have missed her from the social gatherings.

No service was held in the Congregational church Sunday evening, in order to give everyone an opportunity to hear the excellent sermon delivered by Rev. Rowland in the M. E. church.

Miss Ethel McCoy who has been a houseguest of Mrs. Stevens, left last Saturday for her home in Jacksonville, and after a few days there will go to the mountains for the summer.

Miss Madge Thomas and Mr. Perry Strickland were married very quietly at the Wimberly home on the evening of June 22d and left immediately for a short honeymoon trip. Mrs. Strickland is the youngest bride our town can claim for many years, as she has only recently celebrated her fourteenth birthday. On the return from their trip these young people will begin housekeeping in Keuka where Mr. Strickland has a house already furnished.

A farewell party for Miss Ellen Allen was given in the hall Monday evening, and was one of the most delightful affairs of the season. Mr. Darby's phonograph furnished excellent music for the games, and ice-cream and cake were served during the evening.

Miss Ellen Allen accompanied by her sister, Mrs. C. E. Currie left Tuesday morning for Jacksonville, where she will enter upon a course of training in St. Luke's Hospital. Miss Allen and Miss Olla Fraser, who went to St. Luke's several weeks ago, will be seriously missed by their host of friends in the home town.

Captain and Mrs. R. E. Anderson are enjoying a summer sojourn with friends and relatives in New York, having left here on the sixteenth. The Nagle family, who have occupied Potter's cottage during the past year, have moved back to their country home near Mannville.

POMONA NEWS.

Rev. and Mrs. R. C. Drisko have gone to Melbourne to spend the next three months, where Mr. Drisko will supply the pulpit of the Congregational church.

Miss Ethel Morrison arrived Sunday from Boston, Mass. for her annual visit at home. Although these visits are very short, Miss Morrison's friends look forward to them and extend a hearty welcome.

Mrs. C. L. Smith and granddaughter, little Miss Dorothy Smith of Sanford, arrived early in the week for a few days visit with Mr. and Mrs. C. H. Piplar.

Rev. R. S. White left Monday for the home of his parents in New Haven, Conn., where he expects to pass the greater part of his summer vacation. While for the next three months there will be no preaching service, the church will be open every Sunday, for Sunday school at 9:30 a. m. and C. E. service in the evening at 7:30. The C. E. meeting Sunday evening will be in charge of H. A. Ring, and a cordial welcome is extended to all who come.

Quite a number of our people attended the Social at the home of B. W. Bray in Nashua Friday night, and all report a delightful time.

A social was given under direction of Rev. R. S. White on Thursday evening of last week in the Town Hall for the benefit of the church which proved a pleasant affair and about \$10 added to the church treasury. A program of music was rendered, and at the close refreshments were sold, followed by a short social time.

Mrs. Geary of Tallahassee and sister Miss Emma Lee Petermann of Palatka were attractive guests at the W. S. Middleton home last week.

Mrs. C. H. Piplar and son Charlie paid a short visit to Sanford last week.

L. E. Eigel, C. A. Smith and J. A. Perry attended Masonic Lodge in Palatka Thursday evening going in the Perry car.

Pomona is making no plans for a celebration on July 4th and many of our people are planning to attend the big celebration in Palatka.

Herman Johnson of Palatka was a business visitor here Saturday.

Express route agent Welch of the A. C. L. was in town on business Monday, and a guest at the home of Station agent Piplar.

Miss Florence Green who has for several weeks been visiting in Richmond, Va., returned Tuesday.

EAST PALATKA NEWS.

J. A. Helms is doing some extensive repairing to their house, and when completed will make it, strictly modern and up to date both inside and outside. M. Weisan from San Mateo is doing the work.

Mr. M. Weisan from San Mateo is doing the work.

Mrs. W. E. Hightower, Mrs. D. G. Calkins and Miss Florence Brady, were Palatka visitors Monday.

Miss Mattie Hanna, from San Mateo was visiting friends here Saturday.

L. M. Carter returned Wednesday from a short stay with friends in

Jacksonville. While there he was the victim of a great and heavy loss, in which all his friends have extended their deepest regrets, and tendered sympathy. It is hard after fifty-five years of tenderest care, to have the object of your affection swept away from you, by one sweep of the razor as he did, an have to come home without his mustache and be introduced to his most intimate friends.

L. L. and G. G. Thigpin have been supplying the local market with plenty of melons the past week.

Upon returning from Palatka Saturday night just after dark, N. E. Boyer, (a farmer near here) was attacked by two black ruffians near the bridge one grabbing the horse bridle and the other attempted to knock him down with a chunk of wood, but fortunately missed his aim. Mr. Boyer turned a gun on them and they fled to the swamp, making good their escape. Deputy Frank Browning and several others were soon upon the scene, but could find no trace of the robbers.

On Friday night a hungry thief entered the kitchen of J. A. Wells and helped himself to all he could find to eat. Mr. Wells would thank them to bring back the dishes. We have entirely too many vagrants here and the matter should be looked into.

Mr. and Mrs. John Yelvington spent Sunday in Hastings, the guests of Mr. and Mrs. Benizer.

Mrs. C. J. Yelvington and Rob Turner motored over to Hastings Friday afternoon.

E. O. Butler was a Palatka visitor Wednesday.

P. B. Williams attended the Palatka-Hastings ball game Tuesday.

Mrs. G. A. Turner of San Mateo spent Wednesday afternoon with Mrs. P. B. Williams.

Mrs. H. A. McCort of South Jacksonville has been the guest of her parents, Mr. and Mrs. Edward Crosby, the past week.

Mrs. W. M. Millican is spending a few weeks with relatives at Vineland, North Carolina.

Mrs. R. J. McKinsie of South Jacksonville spent a couple days last week with Mesdames Helms and Deats.

HARLEM NEWS.

The meetings reported in progress last week at Providence church, closed Sunday and Rev. L. E. McRae baptised five candidates into the fellowship of the church.

H. Pruitte and W. J. McRae visited Palatka on Saturday.

Aaron Varnes went to Palatka Monday on a business trip.

W. J. McRae and H. S. Minton were visitors at the home of H. Pruitte on Wednesday, getting their pension papers fixed up.

Monroe Minton of Hastings is visiting his father, H. S. Minton, this week.

We are having plenty of rain and the farmers are setting out their sweet potatoes.

The most stubborn fellow in a jury box is generally the one who does not seem to have an opinion.

Age before beauty—when the census man calls.

FB
25 26 27
June 28 29 30
July 1 11